

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
1 September 2005 (01.09.2005)

PCT

(10) International Publication Number
WO 2005/079501 A3

(51) International Patent Classification:

H04N 9/00 (2006.01) *H04N 7/173* (2006.01)
H04N 7/16 (2006.01) *G06F 15/16* (2006.01)

(21) International Application Number:

PCT/US2005/005271

(22) International Filing Date:

18 February 2005 (18.02.2005)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

60/545,595 18 February 2004 (18.02.2004) US
60/563,874 19 April 2004 (19.04.2004) US

(71) Applicant (for all designated States except US):

NIELSEN MEDIA RESEARCH, INC., ET AL.
[US/US]; 770 Broadway, New York, New York 10003 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **RAMASWAMY, Arun** [US/US]; 10710 Tavistock Drive, Tampa, Florida 33626 (US). **FEININGER, William A.** [US/US]; 1656 Allens Ridge Drive N., Palm Harbor, Florida 34683 (US). **WRIGHT, David Howell** [US/US]; 3102 Bishop Drive, Safety Harbor, Florida 34695 (US).

(74) Agent: **FLIGHT, James A.; HANLEY, FLIGHT & ZIMMERMAN, LLC.**, 20 N. Wacker Drive, Suite 4220, Chicago, Illinois 60606 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

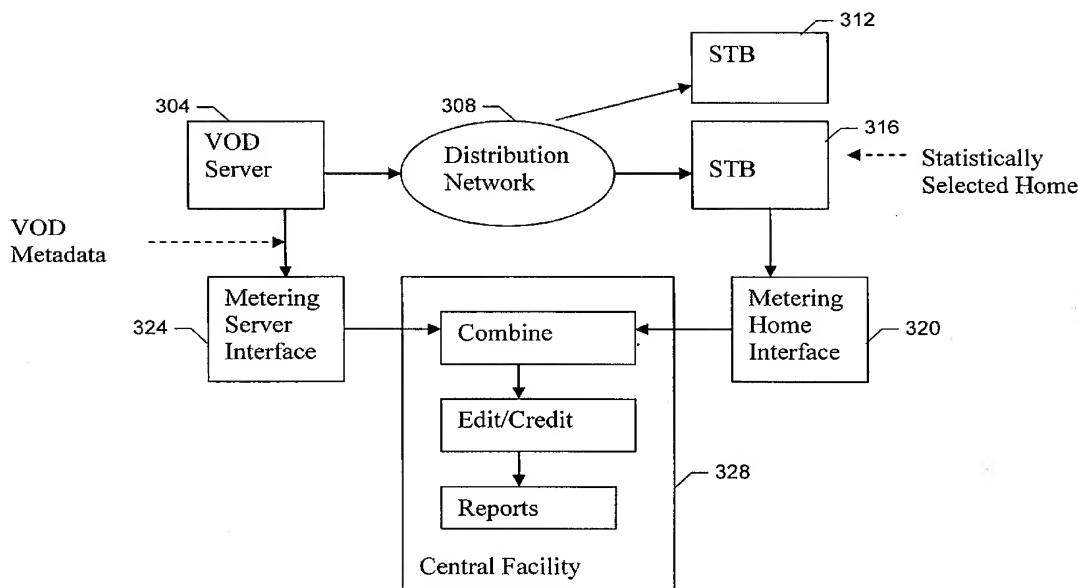
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SI, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

[Continued on next page]

(54) Title: METHODS AND APPARATUS TO DETERMINE AUDIENCE VIEWING OF VIDEO-ON-DEMAND PROGRAMS



(57) Abstract: Methods and apparatus to determine audience viewing of video-on-demand programs are disclosed (Fig. 3). An example method disclosed herein comprises creating a reference database 304, 324 corresponding to a set of VOD programs, determining 320 whether a VOD program is selected at a subscriber site, extracting at least one identifier from a signal carrying the VOD program, and cross-referencing 328 the at least one identifier with the reference database.

WO 2005/079501 A3



(88) Date of publication of the international search report:

8 June 2006

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.